

Roll No.

56070

**MBA 2 Year 4th Semester (Old) 2011-13
Examination – December, 2018**

ENTREPRENEURSHIP

Paper : MBA-401

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section – A (Question No. 1) is *compulsory*. Attempt *one* question from each Unit in Section – B. All questions carry equal marks.

SECTION – A

1. Explain the following terms : 16
- (a) Managerial approach
 - (b) Opportunity recognition
 - (c) Project report
 - (d) Theory of social change
 - (e) Desk research
 - (f) Job design

(g) Trade marks

(h) Franchising

SECTION – B

UNIT – I

2. Discuss various view on entrepreneurship. What is the role of entrepreneurship in economic development ? 16
3. Explain the characteristics of successful entrepreneurs. Explain the factors impacting the emergence of entrepreneurship. 16

UNIT – II

4. Explain the process of opportunity recognition. What are its advantages. Highlight the sources of market and people driven opportunities. 16
5. What is a business plan ? What are its major components ? Explain the process of presenting business plan to investors. 16

UNIT – III

6. What do you mean by Manpower Planning ? Explain the process of Manpower Planning. What are its advantages ? 16
7. What is Cash Budget ? How is it prepared ? Present the performs of a cash Budget with hypothetical values. 16

UNIT – IV

8. Write a detailed note on Financial Institutions. Discuss the role in entrepreneurship Development. 16
9. Write notes on the following : 8, 8
 - (a) Venture capital
 - (b) Patents